

Review Form 3

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| Journal Name:            | Asian Journal of Research in Computer Science       |
| Manuscript Number:       | Ms_AJRCOS_125803                                    |
| Title of the Manuscript: | THE IMPACT OF ARTIFICIAL INTELLIGENCE ON E-COMMERCE |
| Type of the Article      |   |

PART 1: Review Comments

| Compulsory REVISION comments  | Reviewer's comment  | Author's Feedback (Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here) |
|---|---|--|
| Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.                        | This manuscript is significant for the scientific community as it addresses the increasingly relevant topic of artificial intelligence (AI) in e-commerce, providing empirical insights into its effects on operational efficiency and customer engagement. By combining qualitative and quantitative research methods, it offers a comprehensive analysis that enriches our understanding of how AI can transform business processes and enhance customer experiences. Furthermore, the identification of challenges such as cost and data privacy adds a crucial dimension to the discourse, prompting further investigation into solutions. Overall, I appreciate this manuscript for its thorough approach and practical implications, which can guide both researchers and practitioners in navigating the complexities of AI integration in e-commerce. | Noted  |
| Is the title of the article suitable? (If not please suggest an alternative title)  | The title "The Impact of Artificial Intelligence to E-commerce" is appropriate in the way it presents the focus of the research study. If a more specific and engaging title were needed, then "Transforming E-commerce: The Role of Artificial Intelligence in Enhancing Operational Efficiency and Customer Engagement" would be ideal. This captures both primary objectives of the research it covers, so it is focused on improving operation along with the customer experience.  | Revision made  |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.   | Regarding Clarity: The abstract gives a good overview of the findings and the implications. Nonetheless, it is perhaps a little too lenient for an abstract; therefore, tighten the language to be more concise. For instance, "it can be concluded that concerning the level of the work organization and effectiveness" can be better worded as "AI significantly enhances E-Commerce"<br><br>You have given the Quantitative Data of a mean rating of 4.4 and correlation of 0.75. It would sometimes be helpful to briefly explain what ratings of this nature represent in the context of your study.  | Revision made  |
| Are subsections and structure of the manuscript appropriate?  | The subsections and overall manuscript structure are good. Information is easily broken up into well-defined sections, such as Abstract, Introduction, Methodology, Results, Discussion, and Conclusion. Such an arrangement would help sections handle parts of the research suitably, which would be helpful for readers in pursuing the objectives of the study, its methods of inquiry, findings, and implications. Incorporating tables and thematic analysis also enriches the results in terms of presentation, so the data becomes more available. It makes the writing clear and clarifies the structure, hence important in good scientific communication.  | Noted  |
| Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part. | This manuscript demonstrates scientific correctness and robustness in the use of mixed methods applied: combining qualitative interviews with quantitative analysis to measure the impact of artificial intelligence on e-commerce. The statistical analyses, applied correlation and regression, are used properly for meaningful conclusions in relationships between operational efficiency and customer engagement. Furthermore, the thematic analysis of the qualitative data provides fine shades that add depth to the quantitative results and enrich the overall view regarding the topic. Scrutiny of the ethical considerations taken and a comprehensive review of existing literature add further strength to the technical soundness of the manuscript which thus enhances the value of the work for the field.                                 |  |

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| <p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p> <p>-</p> | <p>The references given in the manuscript are satisfactory and relatively recent and tend to tackle the issues regarding all aspects of artificial intelligence in e-commerce, such as critical studies on issues related to operational efficiency, customer engagement, and the relative difficulties of AI implementation that are inherent major concerns to the focus of research.</p> <p>However, to strengthen the manuscript, it might be helpful to incorporate even more recent articles or reviews specifically focusing on emerging trends in the AI technology itself, like progressive developments in machine learning algorithms, new insights into ethics in the context of AI applications, and case studies of different e-commerce sectors. Including references related to consumer behavior and concerns over privacy in greater detail might give a more detailed view of the current landscape.</p> <p>Overall, even though the references look relevant to the manuscript and give it a richer authenticity, new views in this section of the literature review would give much insight to AI in e-commerce.</p> | <p>Correction amended</p> |
| <p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>                         | <p>The language and quality of the English used in the article generally support scholarly communication. The writing is clear, and the compound ideas and findings have been well stated. The manuscript makes appropriate use of academic terminology and maintains a formal tone overall.</p> <p>However, in certain places, the wording could be sharpened regarding clarity or precision. Some parts may contain minor grammatical errors and some unpleasant wordings that need a bit more proofreading work. The language, in general, would be well within the standards of scholarly publishing in the majority of places with slight revision</p>   | <p>Noted and revised</p>  |
| <p>Optional/General comments</p>  | <p>The manuscript quite elaborately covers how artificial intelligence influences e-commerce, including the pros and cons of its adoption. Since research uses a combination of both quantitative and qualitative analysis, it is very rich, particularly in understanding operational efficiency and engagement. Further, more sweeping coverage of the paper on ethical implications and the wider context of AI in e-commerce would be required. Some sections need to be clarified, and minor language-related errors should be corrected to enhance the readability of this paper as a whole. The contribution of the study is very much appreciated, given the depth it brings to the topic, providing a solid foundation for further research.</p> <p>This falls under the category of "Minor Revision," which means there are strengths in the manuscript with valid findings, but for clarity, structure, as well as possibly some challenges pointed out in the review, aspects for improvement are required.</p>   | <p>Done revision</p>      |

PART 2:

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|   | <p>Reviewer’s comment</p>  | <p>Author’s comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</p> |
| <p>Are there ethical issues in this manuscript?</p> | <p>(If yes, Kindly please write down the ethical issues here in details)</p> |  |